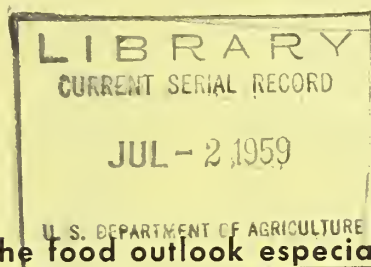


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Cap 2

FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture
Agricultural Marketing Service

June 12, 1959

F P - 29

MEAT.....Cyclical expansion in cattle numbers and hog production now in full swing. Current low cattle slaughter rate indicates increase of 4 to 5 million head in inventories this year. Consumption of all meat forecast 157-1/2 pounds per person, as against 152 last year. Most of the increase will be pork.

Beef.....Fed cattle marketings may remain somewhat larger than last year and probably again be largest in July-September period. More higher quality beef will be available during next several months, but with reduced cow slaughter, consumer can expect less of lower grades of beef. Total beef consumption may about equal last year's 80 pounds per person.

Pork.....Production continues to expand and present indications point to further increase in fall crop. Per person consumption this year is expected to increase at least 6 pounds over 1958.

Lamb.....Sheep and lamb slaughter to date has averaged substantially above last year. More breeding stock was on farms January 1 but this year's early lamb crop was about same as year earlier. Supplies of lamb probably will continue larger than last year but by a much smaller margin than earlier this year.

POULTRY:

Broiler-Fryers..Chick placements indicate July marketings will be smaller than last July. Consumer demand reaches peak in summer months.

Turkeys.....Marketings of consumer sizes expected to run well above last year through summer, because of last winter's large hatch.

Eggs.....Supplies continue large. Over next 4 or 5 months laying flocks will likely continue larger than year earlier. Also laying rate will probably run above 1958, particularly after mid-year.

DAIRY.....Milk output will probably continue near 1958 levels and may, at times, exceed them if no widespread droughts occur. Production of ice cream and other dairy products will near seasonal highs in July.

FRUITS:

Plums.....California crop, which accounts for 90% of annual total, estimated at 105 thousand tons--72% greater than last year, and 30% above average.

Prunes.....California crop--based June 1 condition--estimated 150 thousand tons (dry basis). That size crop would be 56% greater than last year's light output but 7% below average.

Strawberries....Total production will run about 440 million pounds. While 18% below last year, slightly above average.

Peaches.....Estimates place U. S. crop at 78.9 million bushels--11 per cent above last year and 28% above average. This is largest crop since 1946.

Pears.....June 1 forecast of 32.9 million bushels, indicates largest crop since 1949 and 14% above last year.

Apricots.....Forecast 229-1/2 thousand tons. That's more than double previous short crop and a tenth above average.

Cherries.....June 1 indications point to sweet cherry crop of 83-1/2 thousand tons--5% below year earlier and 11% below average. Sour cherries in 6 Western States estimated 8,460 tons--nearly a fourth below last year and 19% under average.

Lemons.....Remaining supplies above average but lighter than year earlier. The 1958-59 crop expected to total about 17 million boxes--slightly above previous season but nearly a fourth above average.

Limes.....June 1 forecast of Florida crop, about 300 thousand boxes, compared with previous season's small production of 190 thousand boxes.

Frozen Orange Juice.....Florida production by May 9 totaled around 59-1/2 million gallons, or 11% above year earlier. Packers' stocks May 9 were about 3% below 1958 level.

Frozen Fruits...Stocks of all frozen deciduous fruits and berries combined--but not including juices--ran about same May 1 as year earlier.

Canned.....Canners' stocks of nine deciduous fruits--tallied up April 1--were around 13% below year earlier.

TREE NUTS:

Walnuts.....June 1 forecast indicates crop of 65 thousand tons--21% below last year's near-record crop, but only 3% below average.

Almonds.....Condition California crop June 1 was 98%--highest yet. Year earlier condition was 35%.

Filberts.....Oregon and Washington prospects considerably above last year, with June 1 condition above average.

VEGETABLES:

Fresh.....Supplies will be seasonally liberal, from both local and distant shipping areas. These include sweet corn, tomatoes, snap beans, lettuce, cabbage, cucumbers, summer squash, green peppers, and onions.

Processed.....Most frozen and canned items in ample to heavy supply. But canners indicate 1959 intentions for somewhat smaller pack canned vegetables, compared with 1958. But total frozen pack expected be larger than last year.

Potatoes.....Late spring crop forecasts of 22.7 million hundredweight runs 7% below year earlier and 8% under 1949-57 average. Early summer crop forecast 3% below 1958 but 14% above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is supporting these industry food campaigns:

SPECIAL EGG CAMPAIGN Continuing
 JUNE DAIRY MONTH June 1 - 30
 JULY PICNIC MONTH July 1 - 31
 MID-SUMMER TURKEY TIME July 27 - August 8
 AUGUST SANDWICH MONTH August 1 - 31